

Adding Up Social Capital and Estimating Participation

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East NTSC, Greensboro, NC
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Outline

- 1) Adding up social capital
- 2) Estimating participation

1. Adding Up Social Capital

Definitions of Different Types of Capital



- **Financial** - savings, bond ratings, investments like factories, schools, roads, housing, etc.
- **Cultural** - values, norms, standards
- **Human** - skills, talent and education of people
- **Social** - networks, bonds of trust between people in communities
- **Natural** - landscape, air, water, soil, plants, animals
- **Political** - ability of individual/group to influence resource distribution



Community Trends

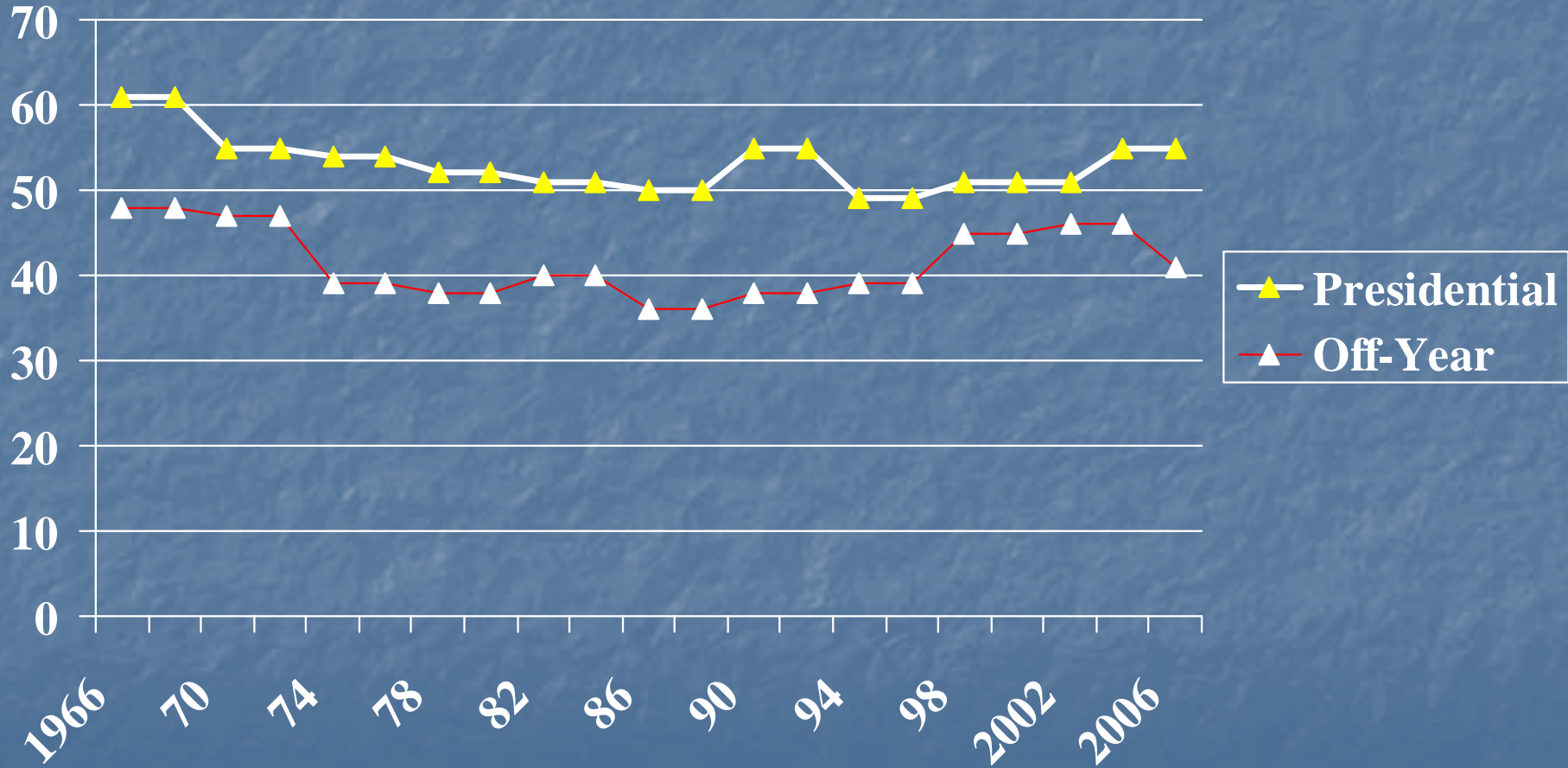


Changes in Social Capital

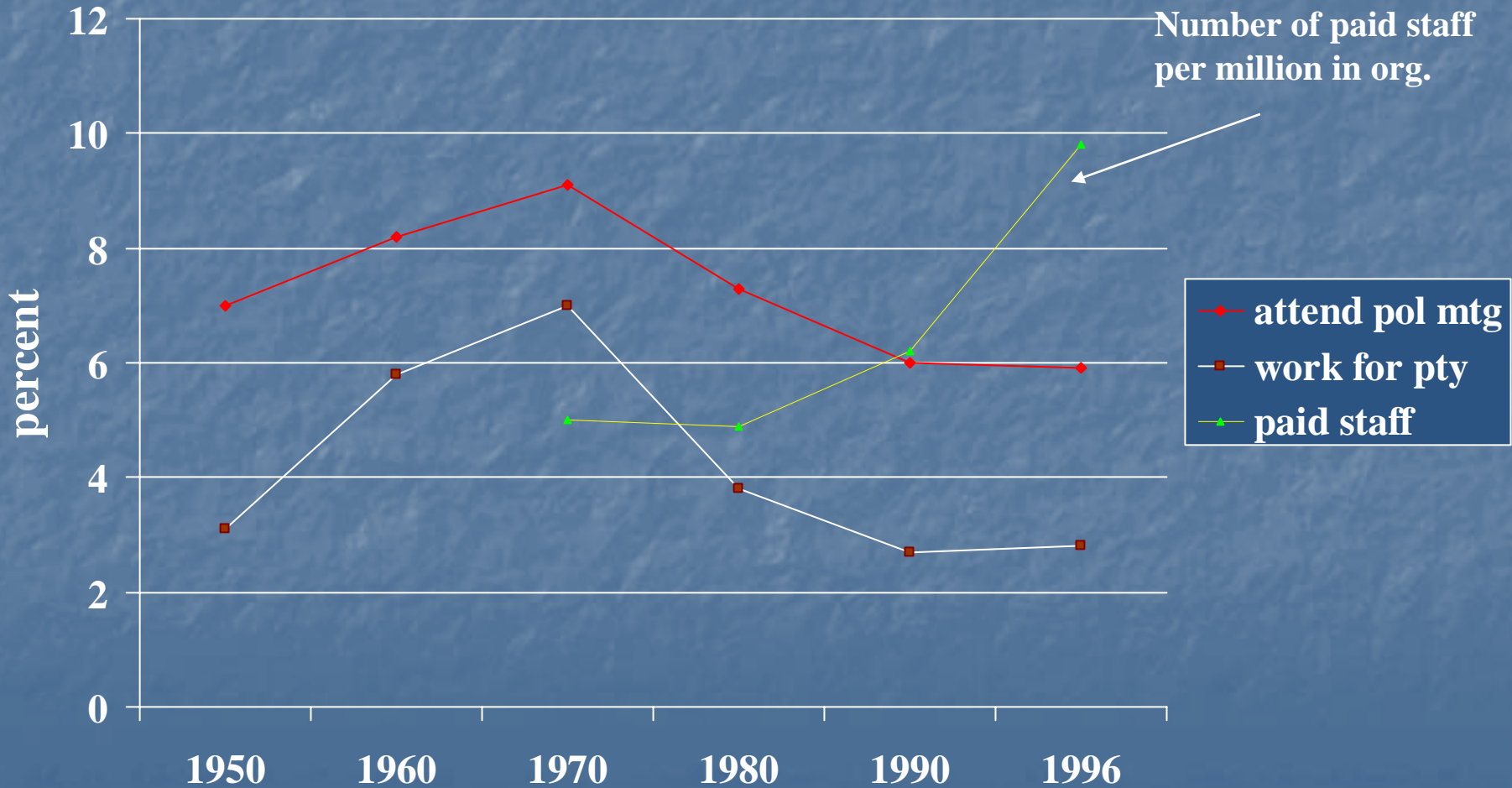


- Political
- Civic
- Religious
- Workplace
- Social
- Volunteering

Voting Turnout



Political Participation



Civic Trends

Relative change

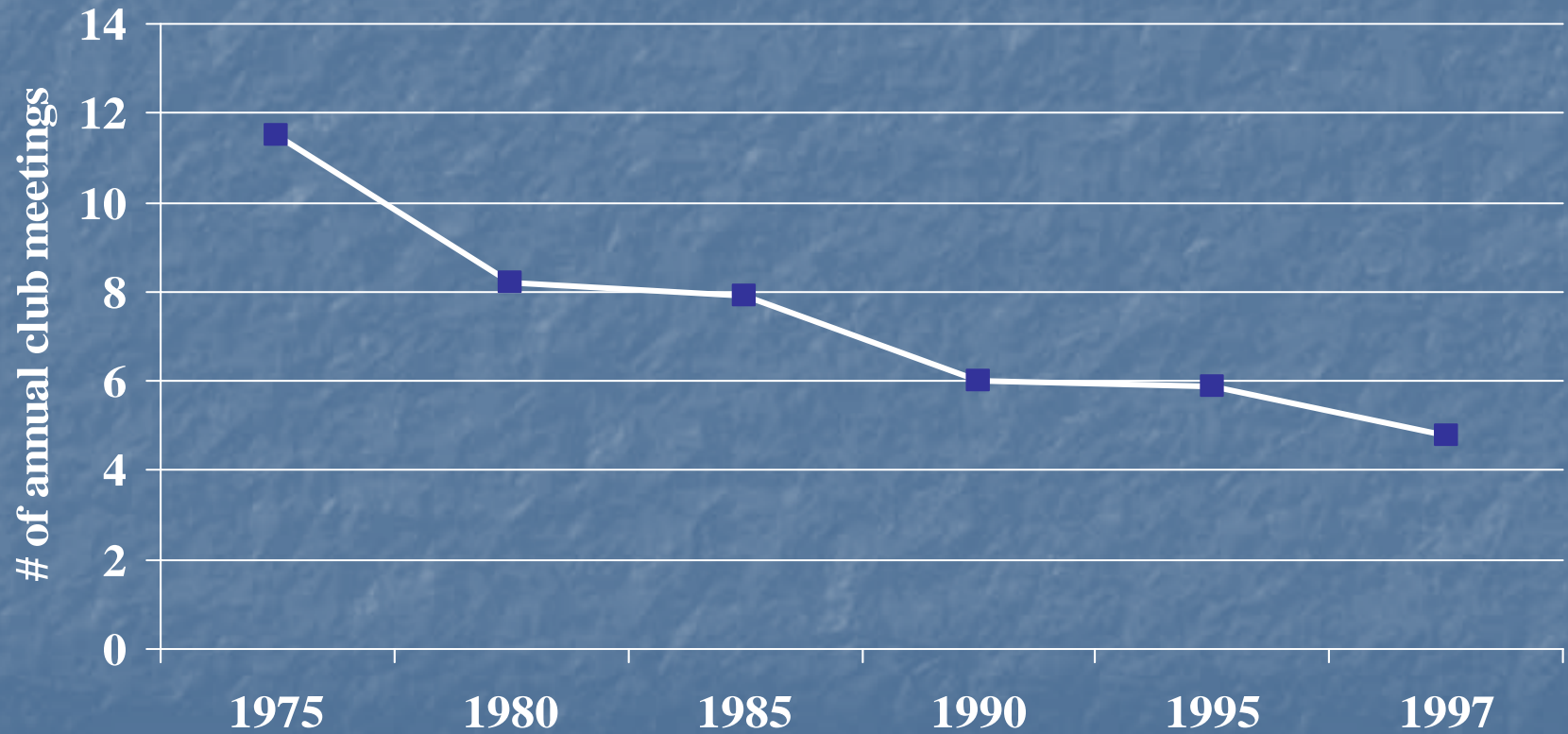
Activity

1973-74 to 1993-94

- Served on a committee for some local organization -39%
- attended a public meeting on town or school affairs -35%

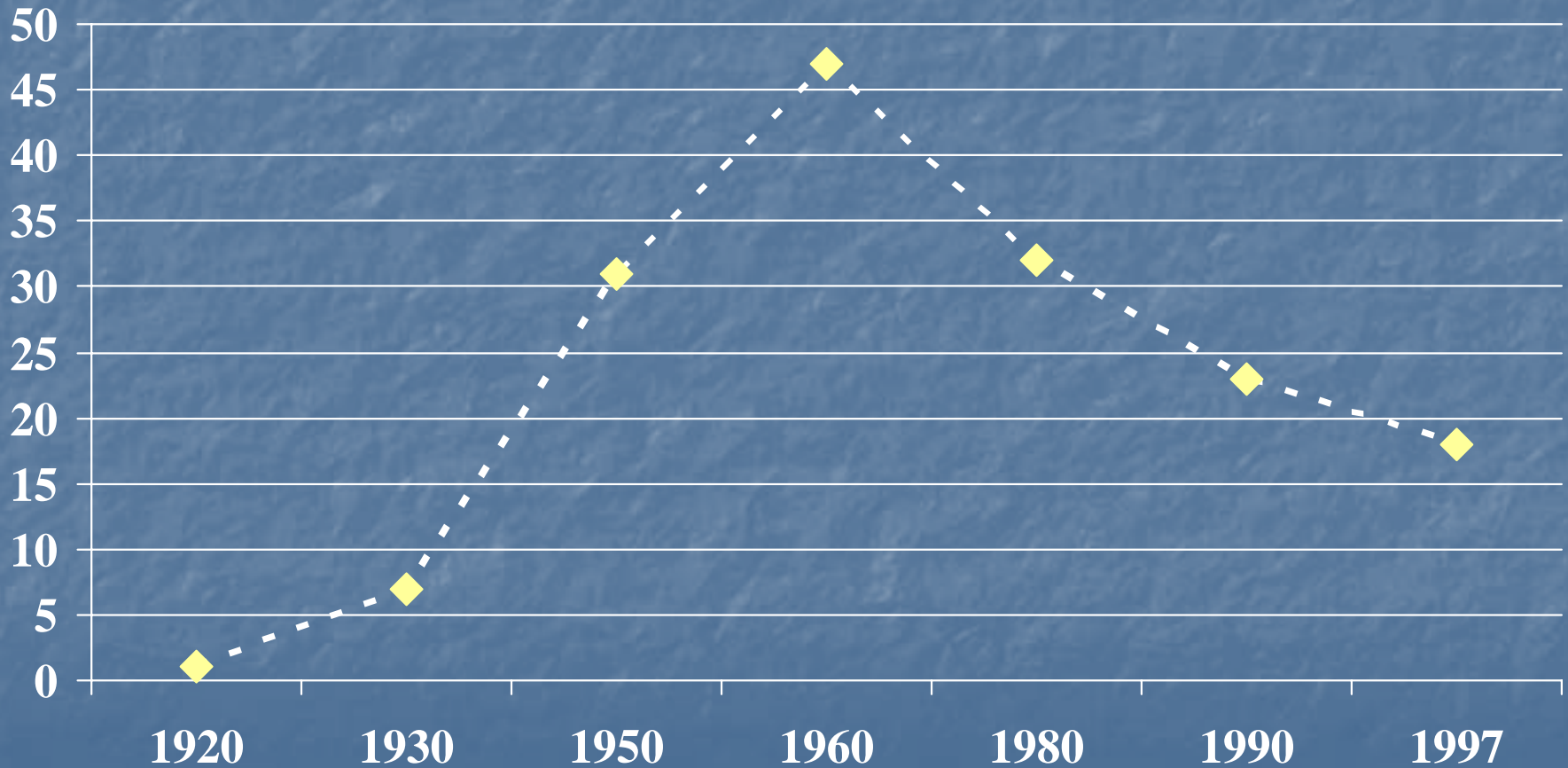
Source: Roper Social and Political Trends surveys, 1973-1994

Civic Club Meetings

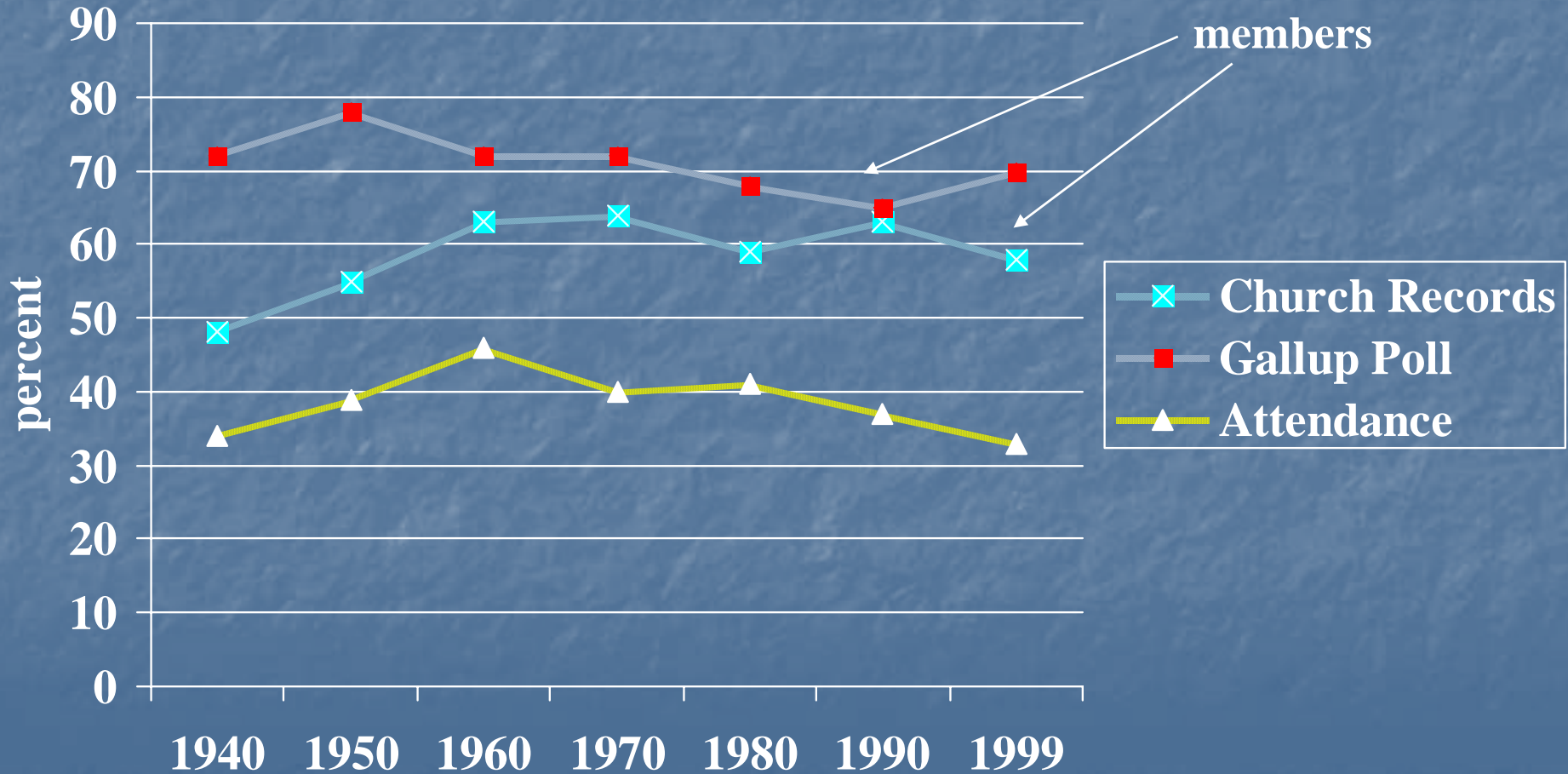


PTA membership

(% of families with children under 18)



Church Membership & Attendance



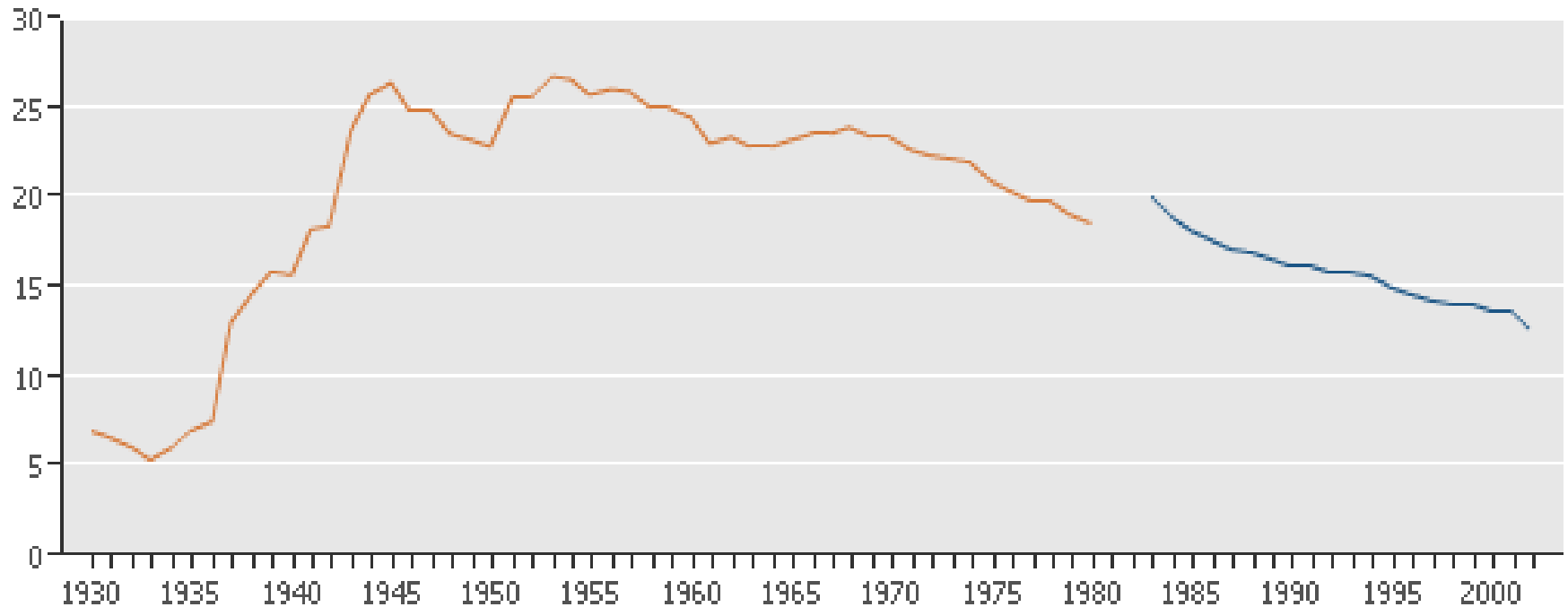
Participation in Work



- Average membership in 8 national professional associations showed increases from the 1930's to the 1960's, followed by decreases to the present

Labor Union Trends

Share of Labor Force



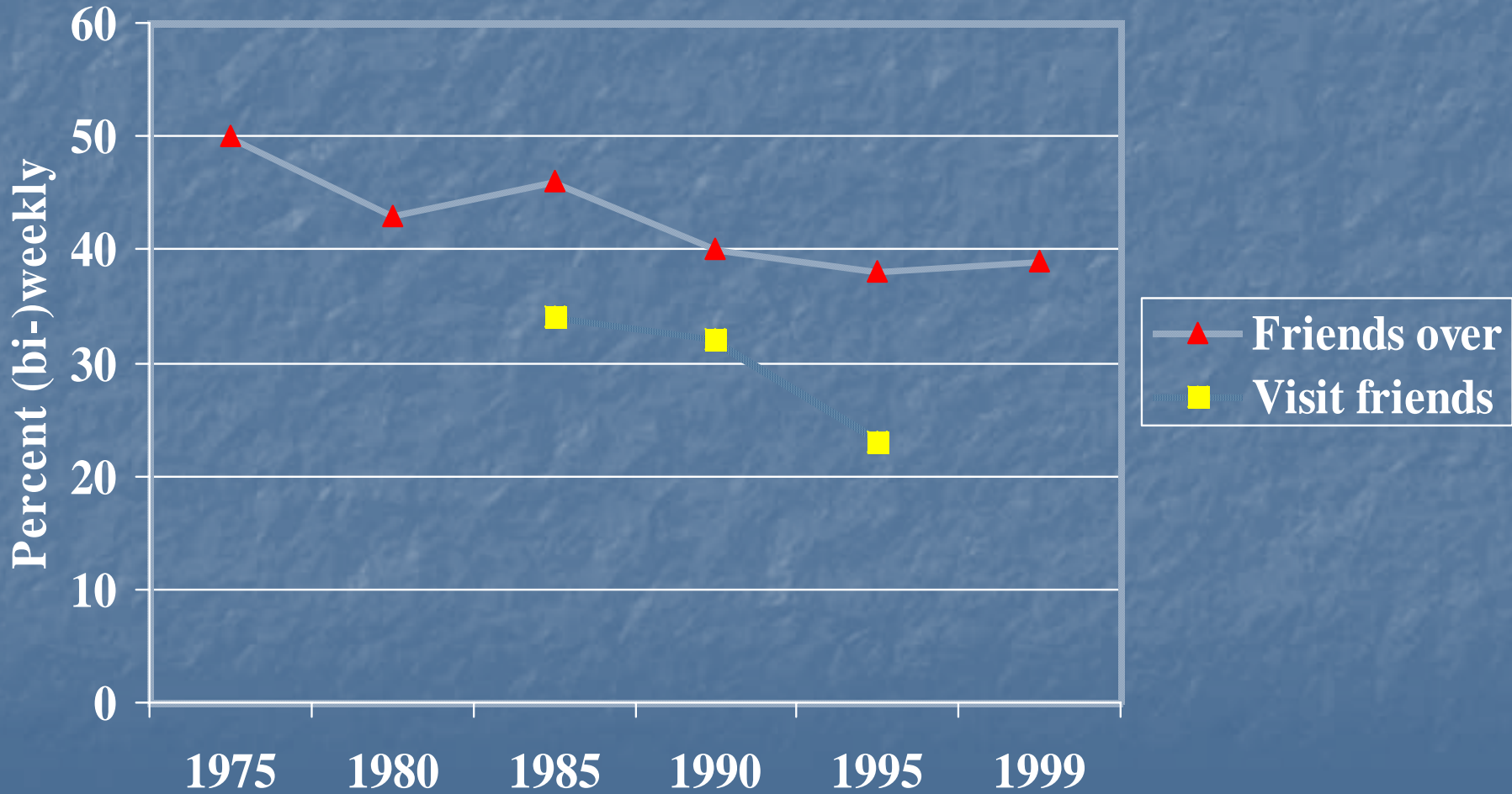
■ Employed & Unemployed Labor Force in Unions

■ Employed Labor Force in Unions

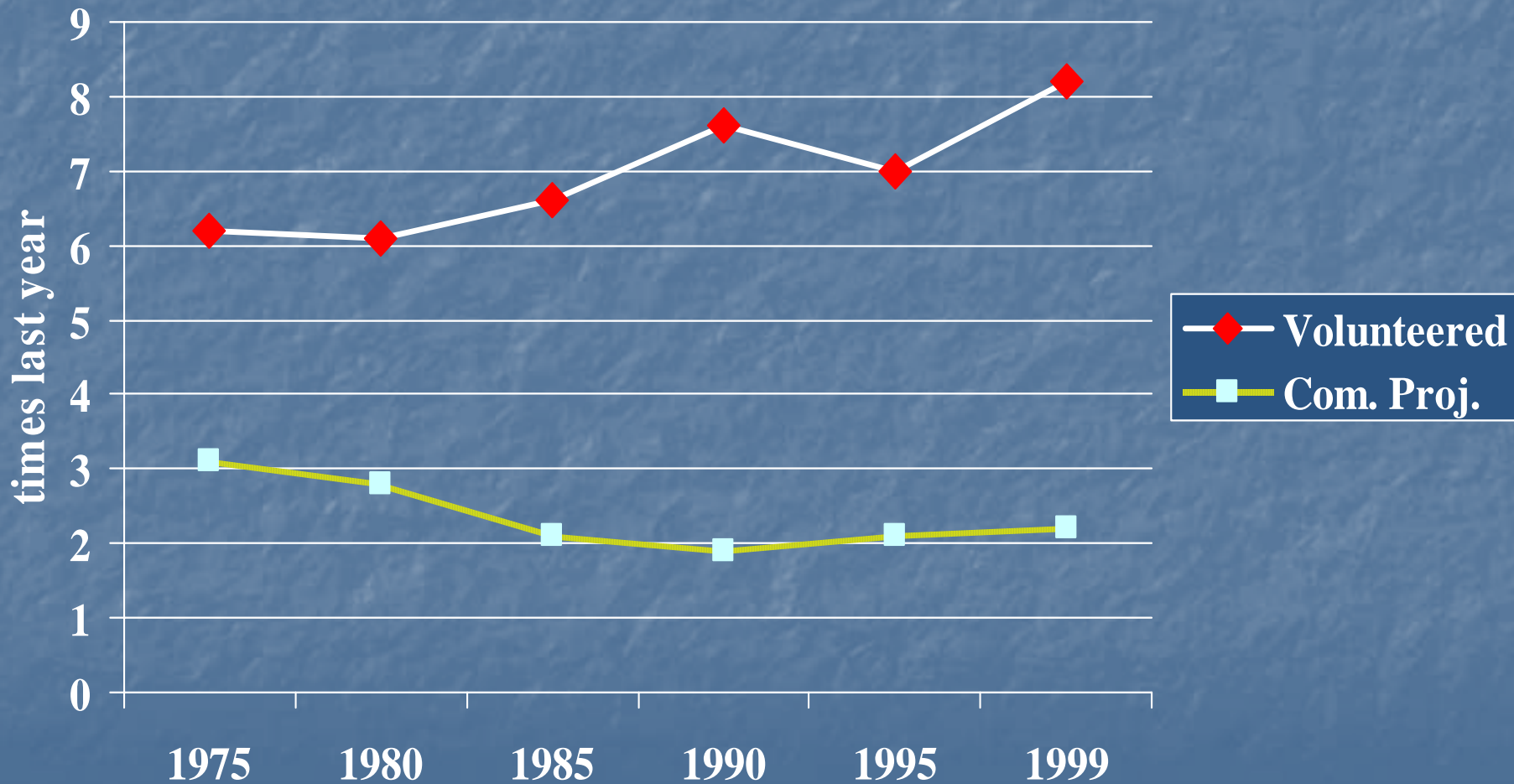
Notes: Data unavailable for 1981 and 1982. Data prior to 1981 collected by national labor unions. Data after 1982 collected by the U.S. Census Bureau.

Source: U.S. Department of Labor, Bureau of Labor Statistics, 2005.

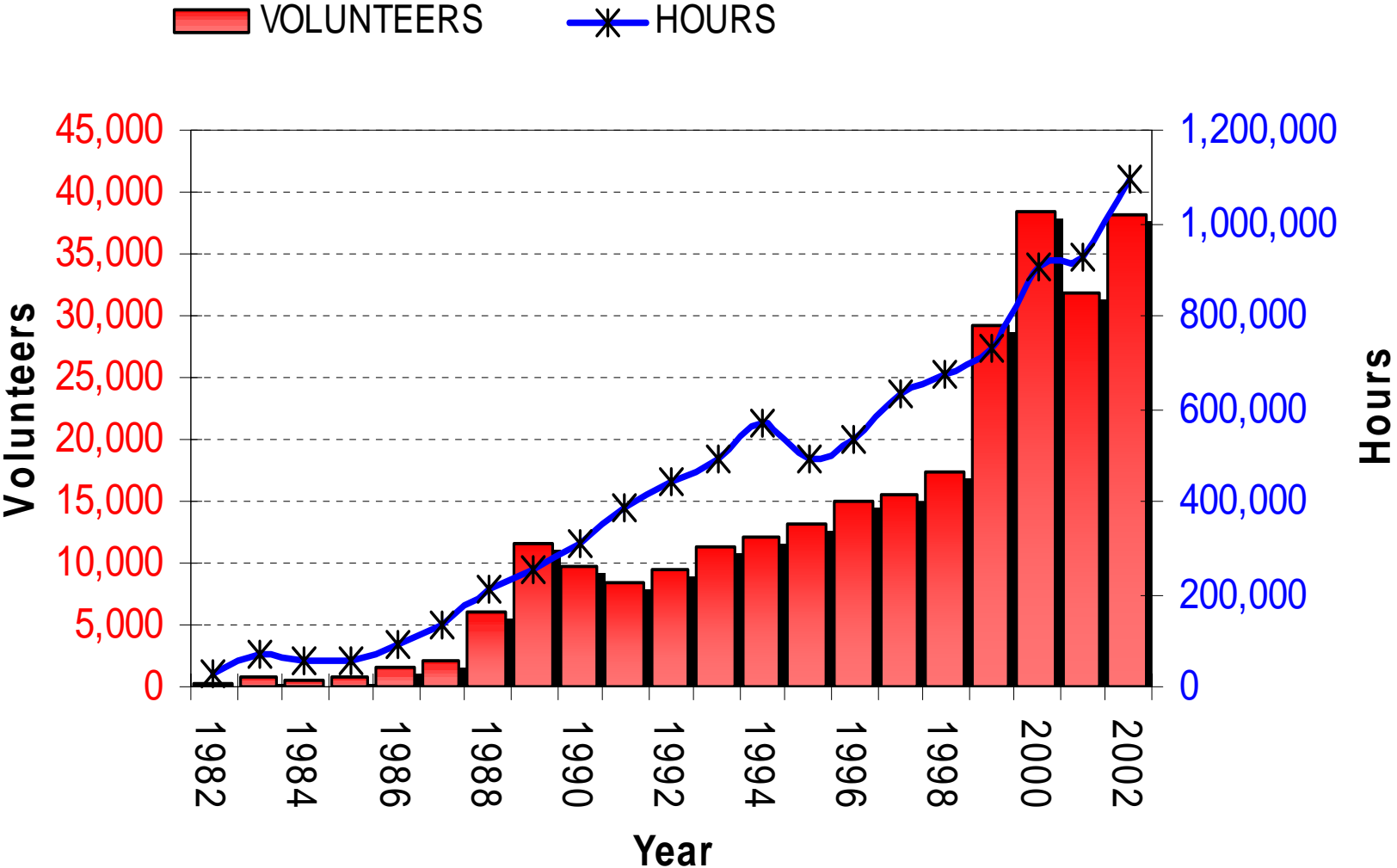
Social Visits



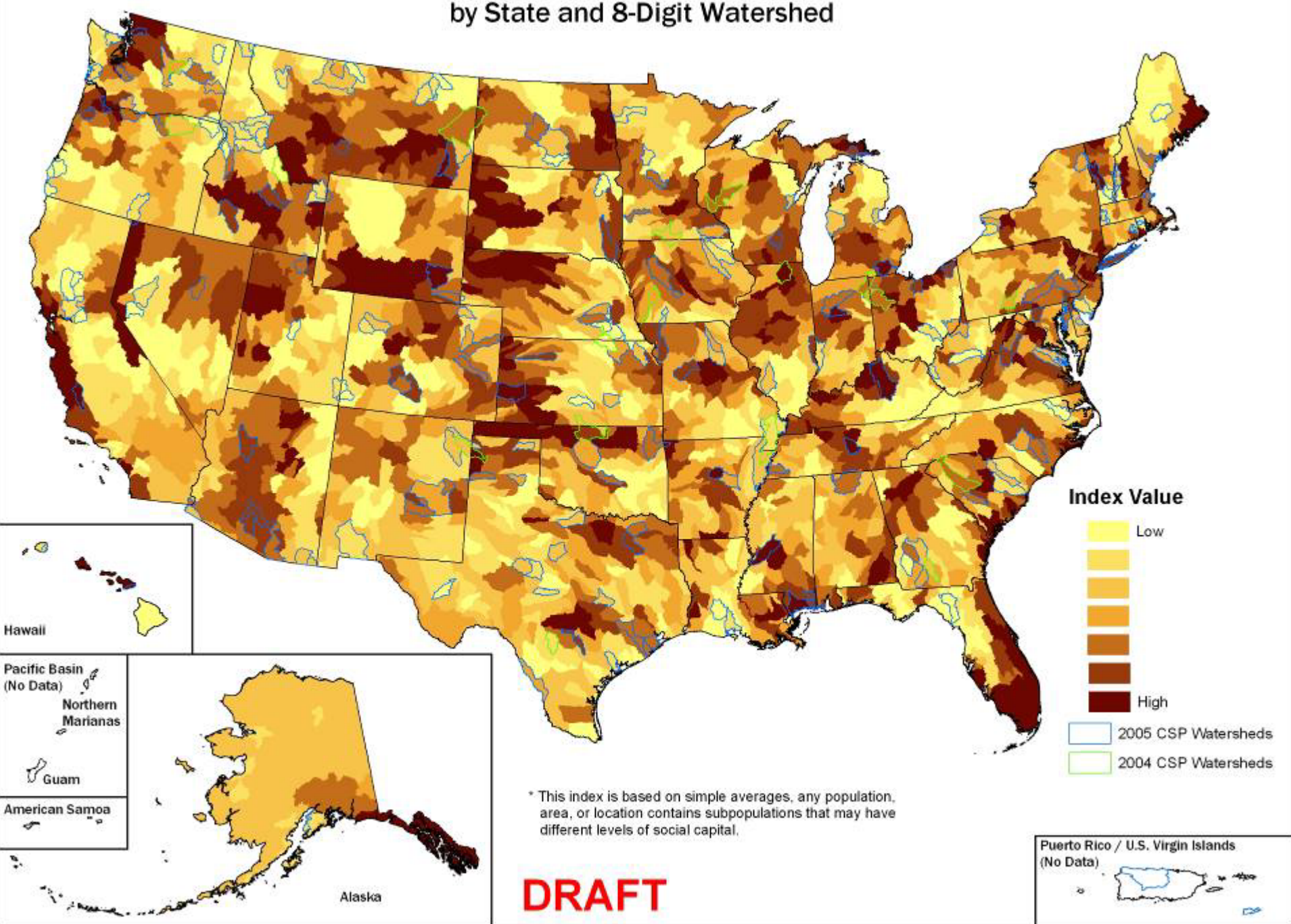
Volunteering & Participation in Community Projects



NRCS Earth Team Trend



by State and 8-Digit Watershed



- **Technical Note: Adding Up Social Capital: An Investment in Communities**
- **Tool: <http://www.ssi.nrcs.usda.gov/>**



Building Up Social Capital

Community Participation, Assets, Resources, and Processes

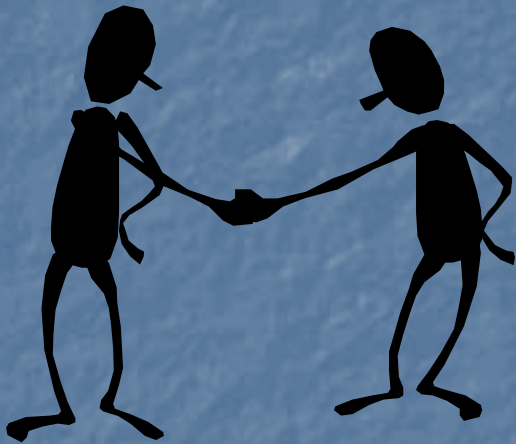
[Go to tech note 20, Social Capital](#)

Question	Rating	Not Rated
1. Number of community volunteers #1	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
2. Participation in the local Parent Teachers Association (PTA) #2	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
3. Church membership #3	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
4. Participation in civic organizations #4	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
5. Local contributions to charitable organizations #5	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
6. Participation in farm/ranch organizations	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
7. Participation in environmental organizations #7	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
8. Leadership effectiveness	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
9. Participation in public meetings	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated

Browser interface showing a survey form with 19 items. Each item has a rating scale from High to Low and a 'Not Rated' radio button.

Item	High	Low	Not Rated
6. Participation in farm/ranch organizations	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
7. Participation in environmental organizations #7	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
8. Leadership effectiveness	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
9. Participation in public meetings	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
10. Wide participation in community decisions	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
11. Minority participation in community organizations (racial, ethnic, gender, religious, etc.) #11	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
12. High school graduates who go to college (national average is in the lower 60th percentile) #12	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
13. Percent of community members who have Internet access #13	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
14. Community income levels #14	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
15. Community educational levels #15	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
16. Local media coverage	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
17. Number of community citizens who exercise their right to vote #17	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
18. Government assistance #18	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
19. Likelihood that community projects are completed	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Building Social Capital



- Identify & Recruit Community Leaders
- Develop Partnerships
- Establish Networks
- Be Inclusive
- Understand Small Group Behavior & Community Power

2. Estimating Participation

Categories of Participation

- Personal characteristics
- Farm characteristics
- Characteristics of conservation practices
- Social capital
- Community context

Adoption – Diffusion Model

- Define terms
 - Innovation
 - Adoption
 - Diffusion
- Identify stages of adoption
- Examine characteristics of the diffusion process



Innovation:

An idea, practice or product that is perceived as new by the individual or group.

Adoption:

The behavior of an individual or group in deciding whether or not to accept new ideas, practices or products.

Diffusion:

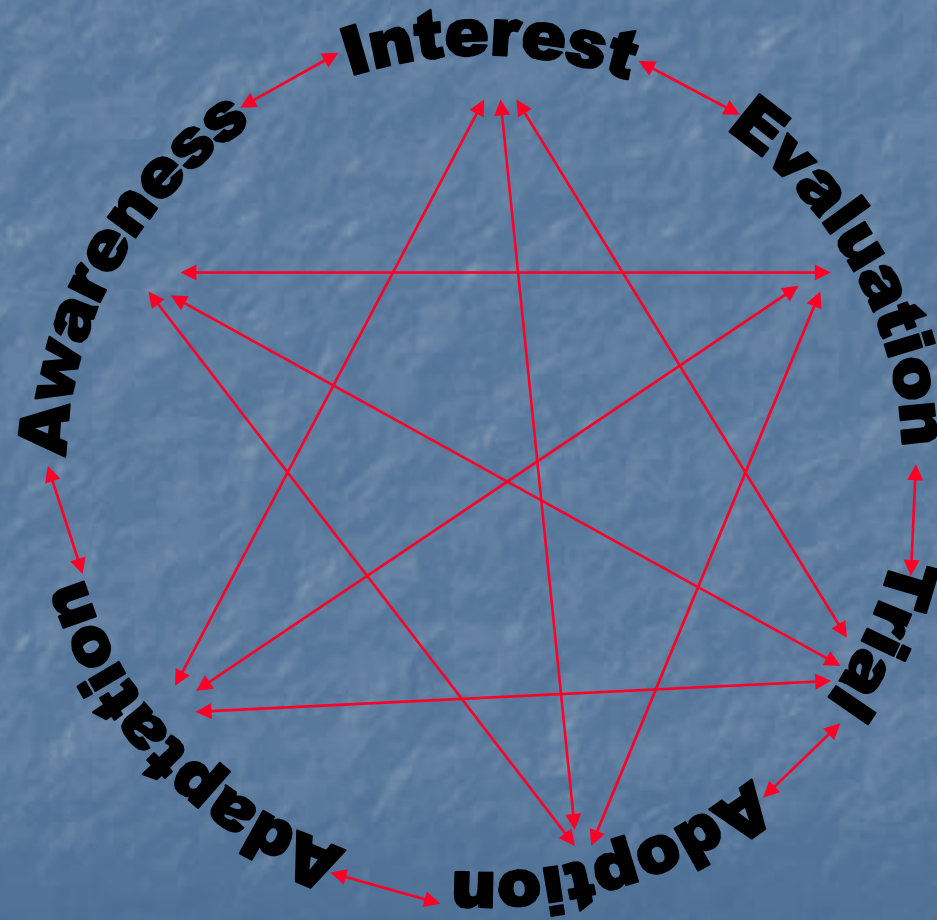
The process by which the adoption of a new idea, practice, or product spreads throughout a group, community or society.

Stages of Adoption

- Awareness
- Interest
- Evaluation
- Trial
- Adoption
- Adaptation



Stages in the Adoption Process



Characteristics

- Personal
- Farm Structure
- Practice
- Community



Personal Characteristics (cont.)



- High income
- High education
- Greater use of media

Personal Characteristics (cont.)



- Willingness to take risk
- High number of Agency contacts
- Full-time operator
- Intend to pass operation on to children

Farm Structure Characteristics

- Large Scale Operations
- High Gross Sales
- Owner-Operated



Practice Characteristics

- Cost
- Economic Returns
- Complexity
- Visibility
- Divisibility
- Compatibility
- Flexibility



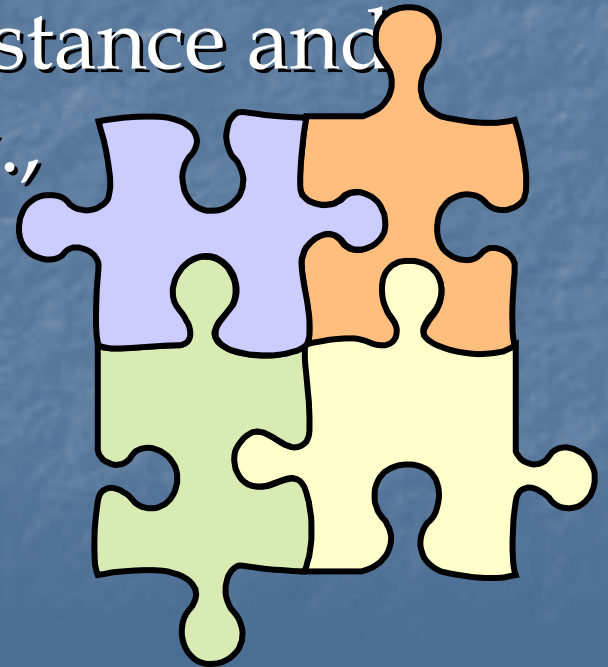
Community Characteristics

- Participation in community organizations
 - Civic, Religious, Agricultural, Political, etc.
- Effectiveness of local organizations including Cons. District; Federal, & local agencies
- Strong local leadership

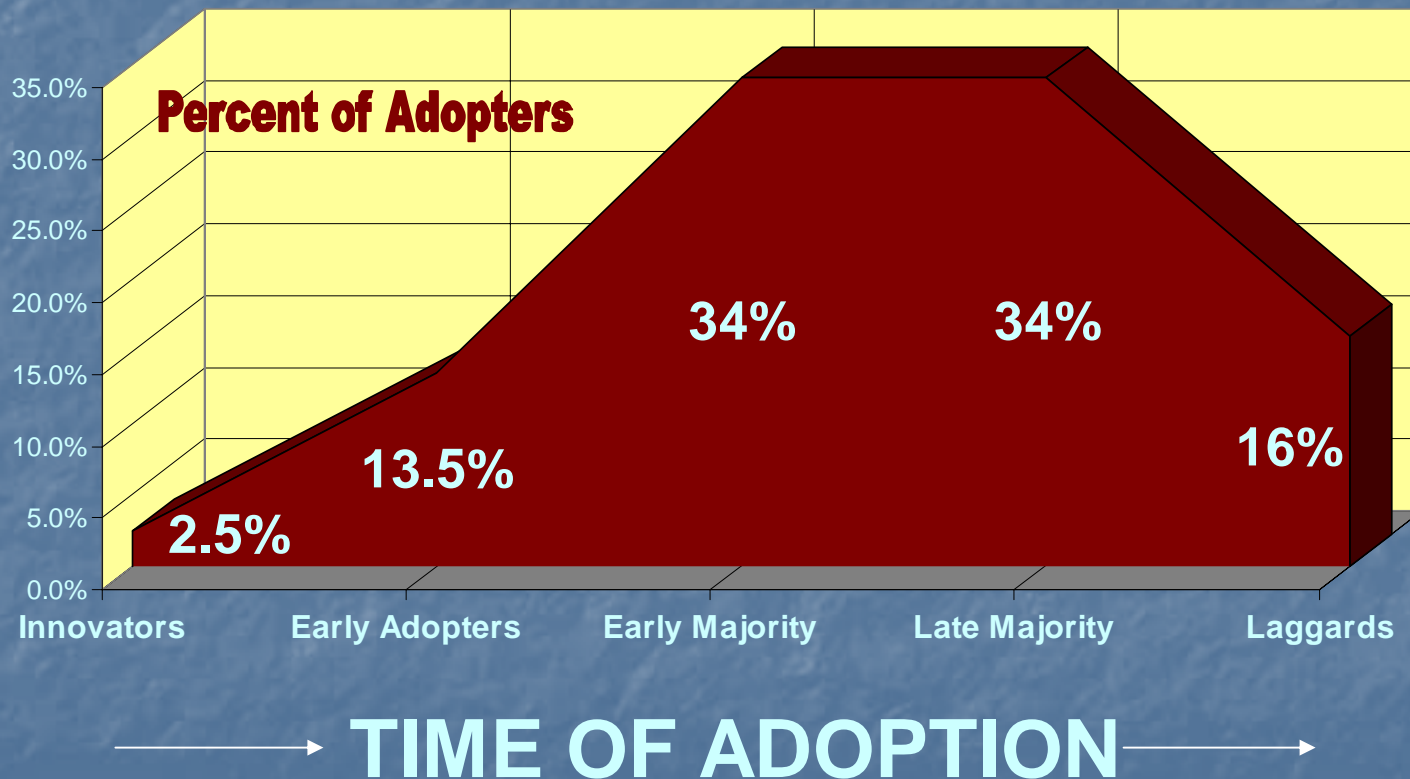


Community Characteristics (cont.)

- Network effectiveness
- Volunteers
- Availability of technical assistance and educational information (e.g., demonstrations)



Diffusion of Innovations



Case Study



Guide to Estimating Participation

Evaluates needs in the following areas:

- Financial Assistance
- Educational Assistance
- Technical Assistance
- Timing of Adoption
- Management estimator

Web Site

- Go to the Social Sciences Team's web site
<http://www.ssi.nrcs.usda.gov/>
- Click on interactive tools
- Execute procedure that estimates social capital
- Execute procedure that estimates participation or download excel spreadsheet

Thanks for your attention!

